

April 20, 1951

Mr. Daniel K. Sobol
The Ivy Network
New Haven, Conn.

Dear Dan:

In regard to your inquiry regarding Ford's Symphony Hall program, I can only give you a progress report at the present time, as we have only polled three of the six weekly broadcasts.

The results to date have been very encouraging. The program ratings average 18.0, which is 1.4 higher than a year ago. Sponsor identification is 88%, indicating that the sponsor's name is going over very well. The share of audience has jumped from 66.9% a year ago, to an average of 82.3% thus far this year. On the whole, I am very pleased with the results.

The Ford campaign seems to be going over very well, due to the very popular nature of the program on the campus and the use of commercial copy that is in keeping with the high level of the show.

I will forward the complete results as soon as our polling is completed in a week or so.

Cordially yours,

David S. Robinson

